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Conference or Workshop Item

Title: Marks, signs & images

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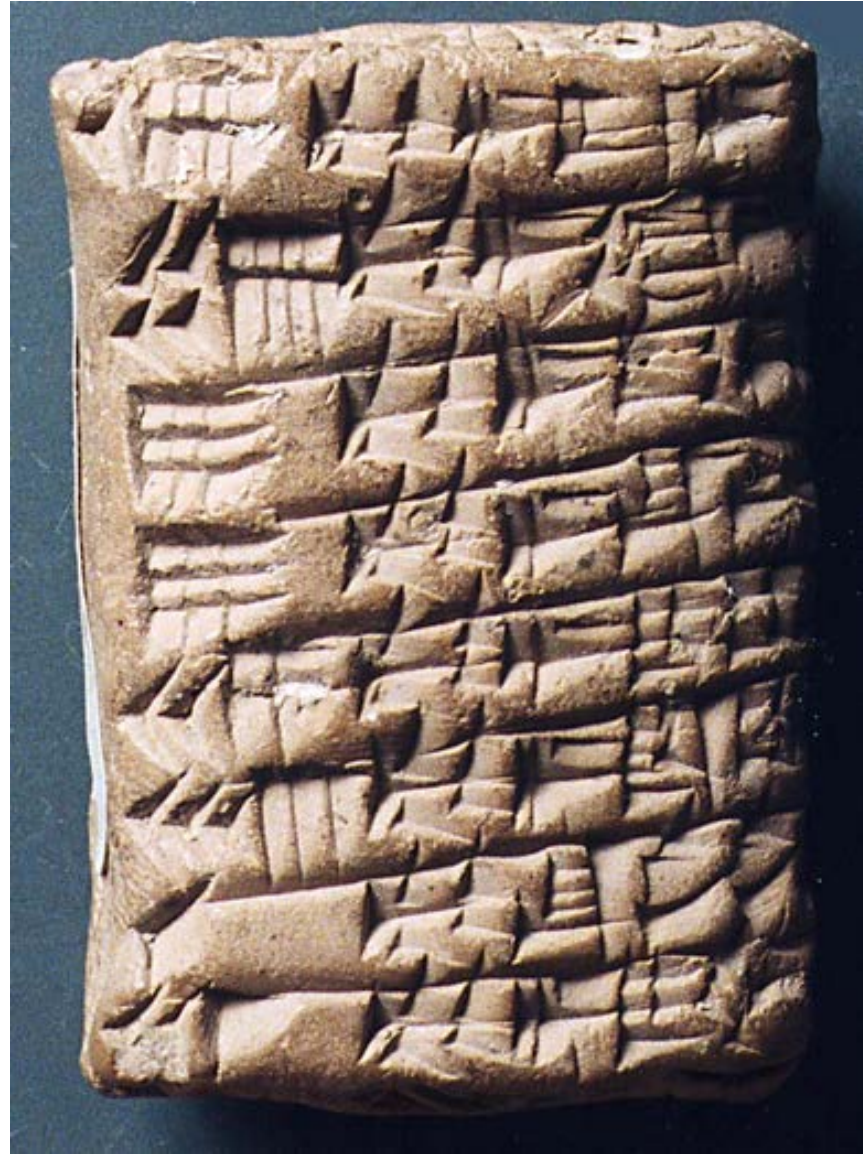
Paul Middleton

University of Northampton, UK.

Marks, signs & images

The emergence of the primitive mark







高材比賣生息長宿禰
津臣之女名高材比賣生子息長宿禰
王此王娶葛城之高額比賣生子息長
帶比賣命次虛空津比賣命次息長日
子王三柱此王者古備品遲又息長宿
禰王娶河俣稻依毘賣生子大多牟坂
王多牟二字以音此者上所謂建豐波
豆羅和氣王者道守臣忍海部造御名

丹波郡別所
依網阿蘇郡
比那郡
古名
比那郡
本

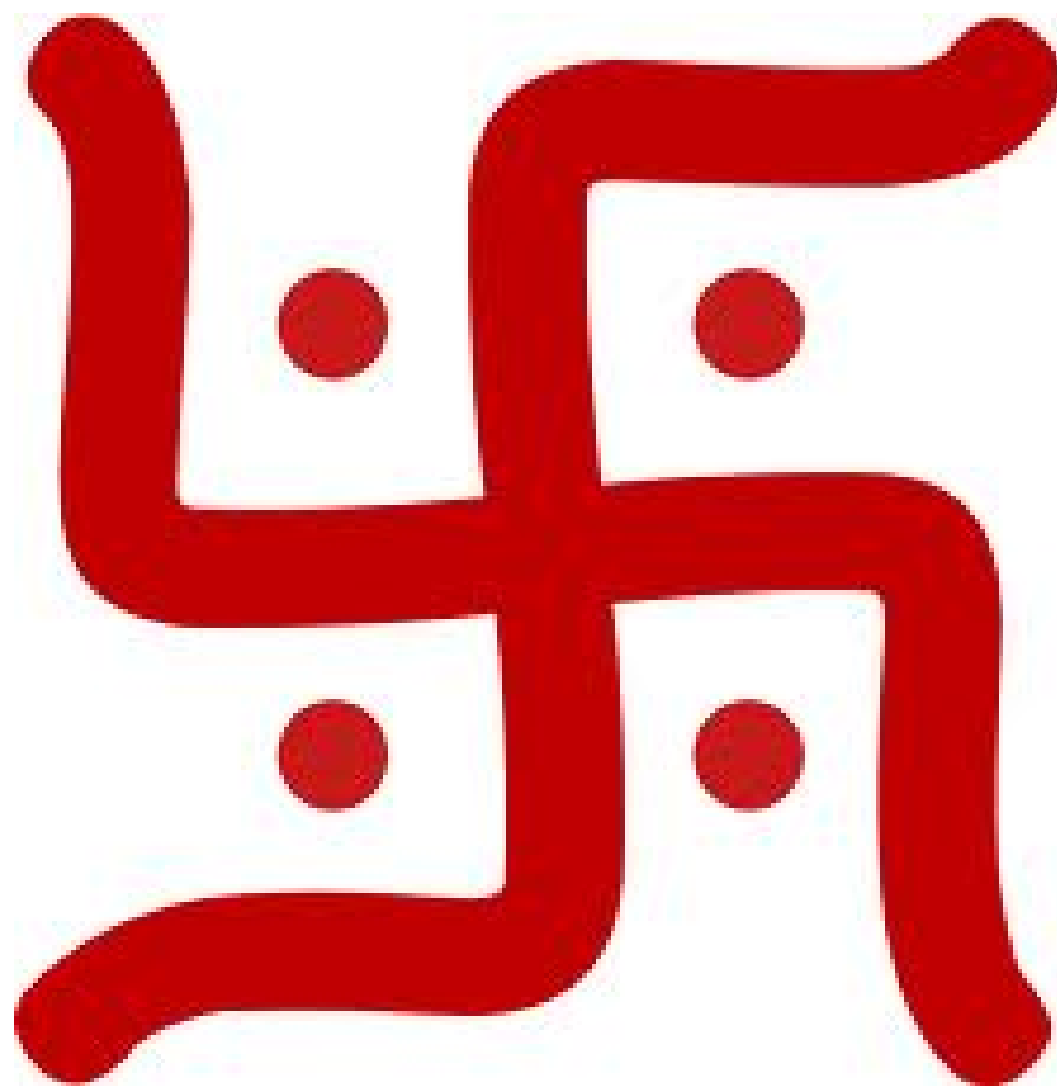
崇神
水城
本

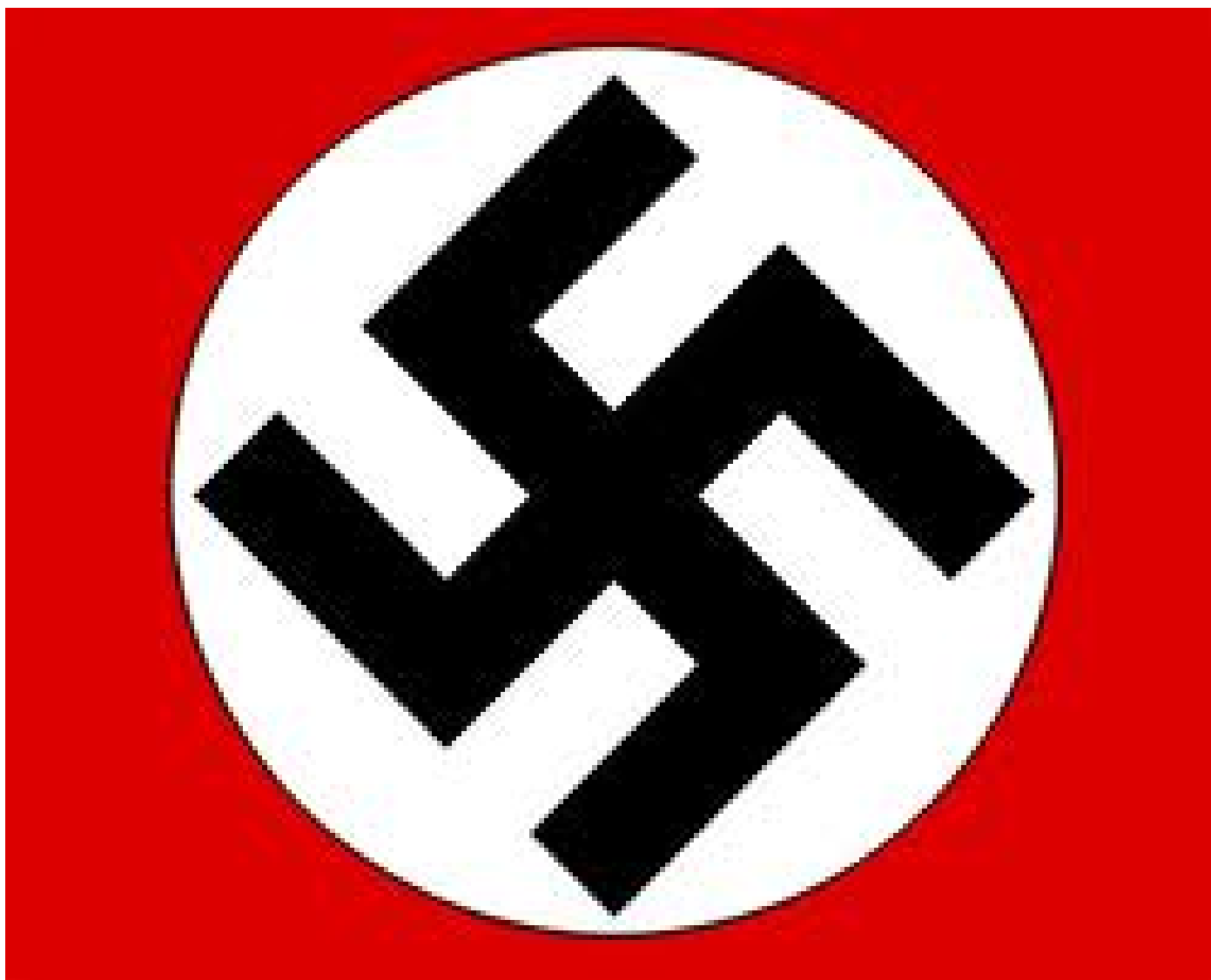
津臣之女名高材比賣生子息長宿禰
王此王娶葛城之高額比賣生子息長
帶比賣命次虛空津比賣命次息長日
子王三柱此王者古備品遲又息長宿
禰王娶河俣稻依毘賣生子大多牟坂
王多牟二字以音此者上所謂建豐波
豆羅和氣王者道守臣忍海部造御名

之竹野別依網之天皇御年陸拾參歲
阿毘古等之祖也阿毘古等之祖也
御陵在伊邪河之坂上也
御眞木入日子印惠命坐師木水垣宮
治天下也此天皇娶木國造名荒河刀
辨之女刀辨二遠津年魚目目微比賣
生御子豐木入日子命次豐鉏入日賣
命二又娶尾張連之祖意富阿麻比賣

A powerful visual language













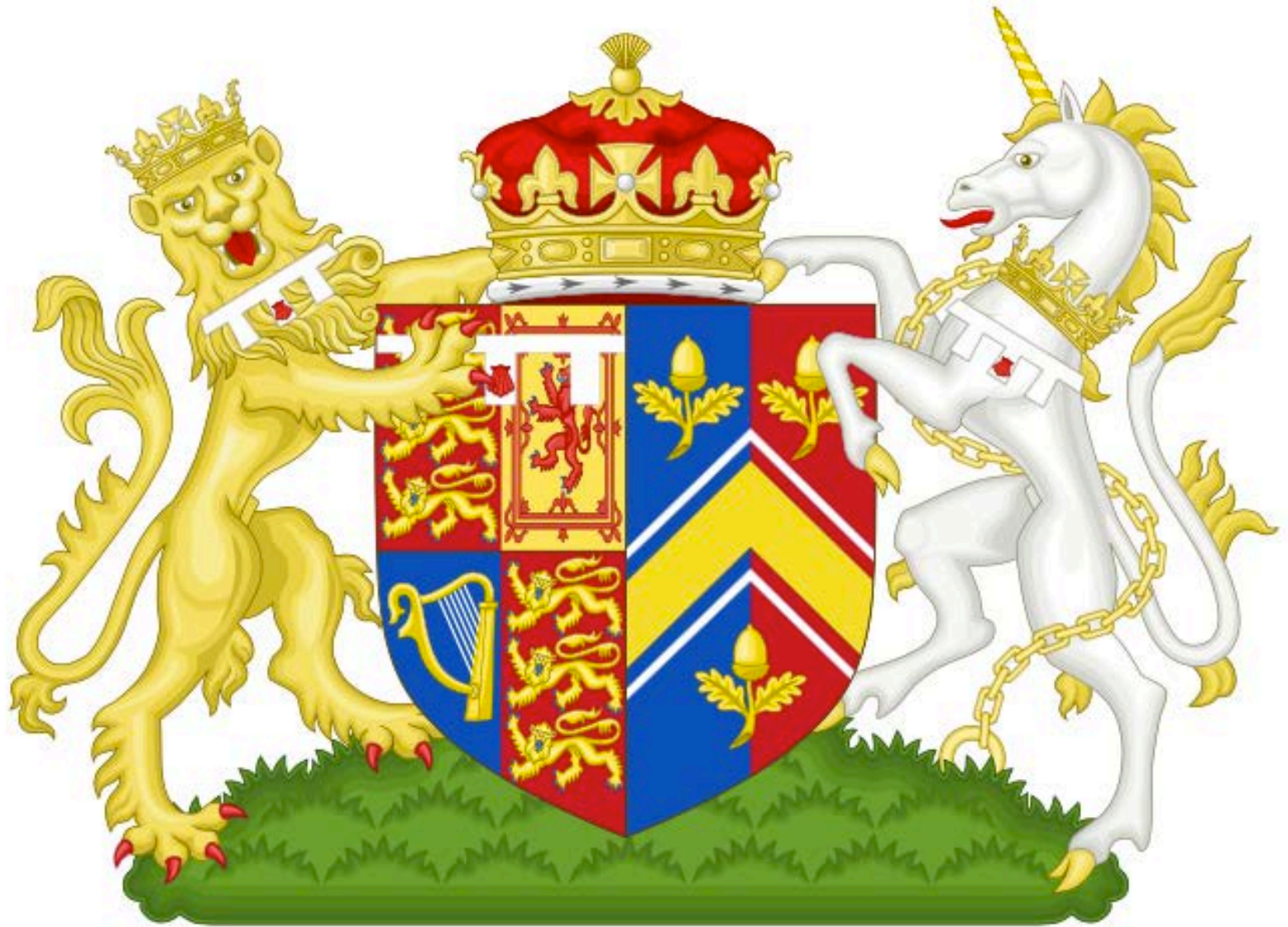










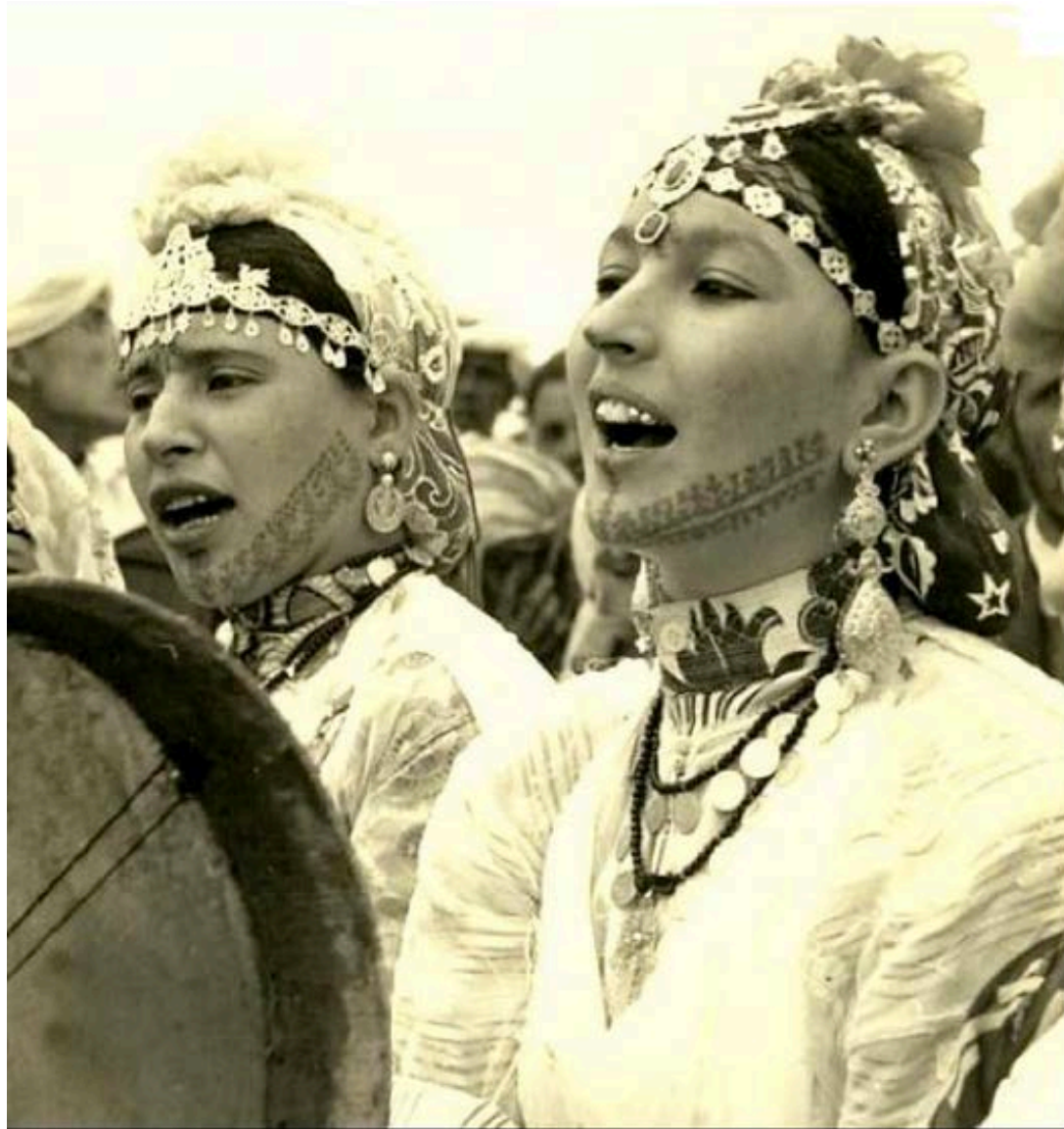


你吃饭

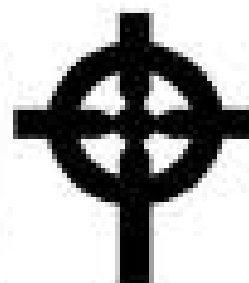
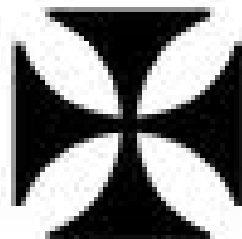
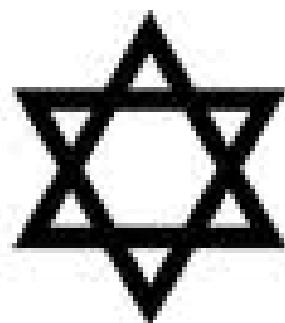
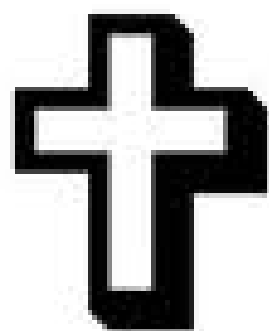
The impact of signs, symbols and marks within societies and cultures



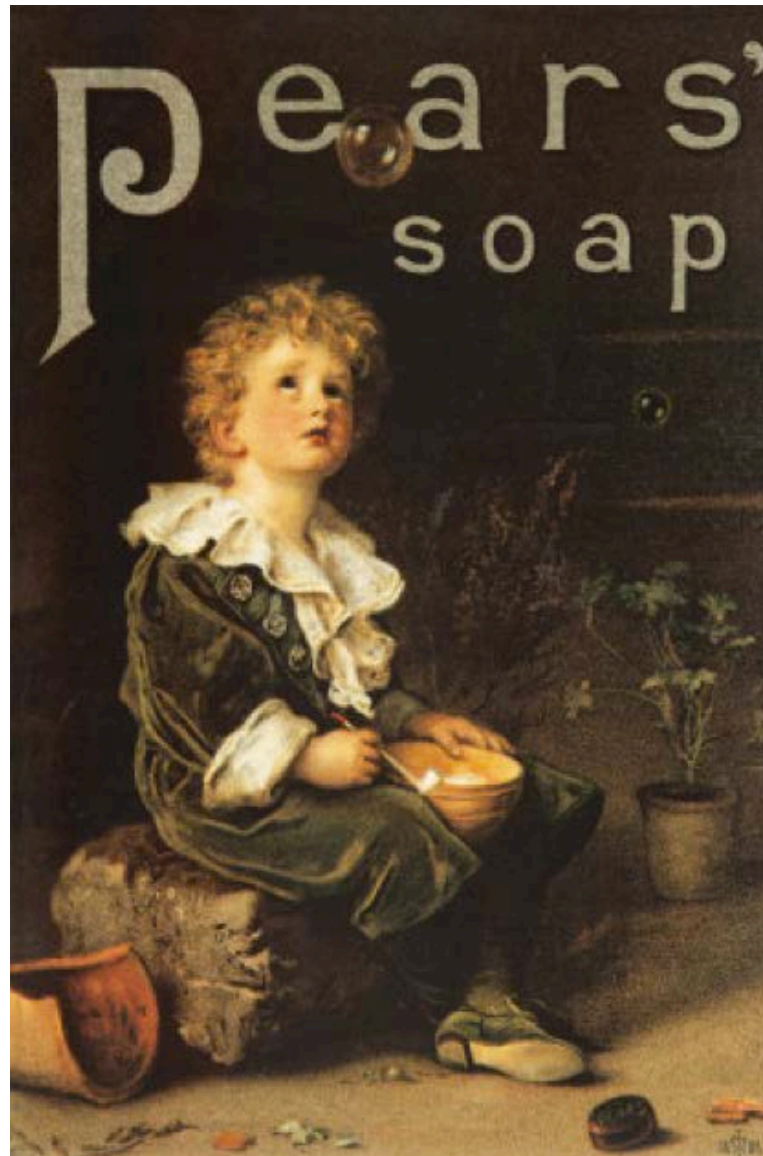












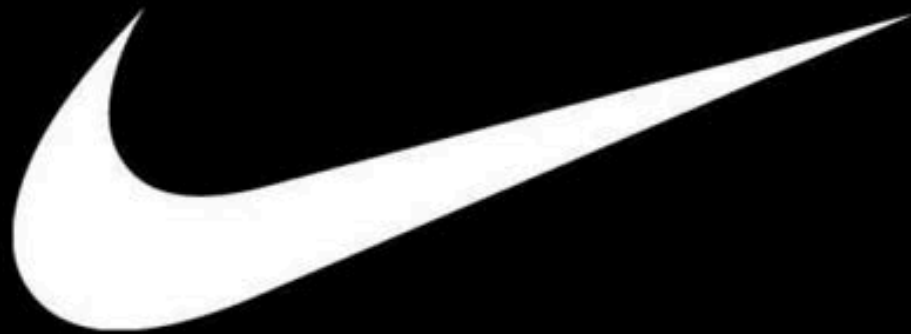
Brand values:

- ✧ Ownership
- ✧ Allegiance
- ✧ Protection
- ✧ Belief
- ✧ Information
- ✧ Promotion

halfords

mot | brakes | tyres

BBC



Kellogg's®







What does this mean for the
21st Century?



NO **LOGO**®

NAOMI KLEIN

FORLAGET **OKTOBER**



BLACKSPOT SNEAKER

100% ORGANIC HEMP

PORTUGUESE
UNION SHOP

VEGETARIAN
LEATHER

HAND-DRAWN
ANTI-LOGO

1 SHARE = 1 VOTE IN THE
BLACKSPOT
ANTICORPORATION

DESIGN: JOHN FLUEVOG

HAND DRAWN TOE TIP
(FOR KICKING CORPORATE ASS)



bp







innocent
little tasty drinks





comet

come

hello

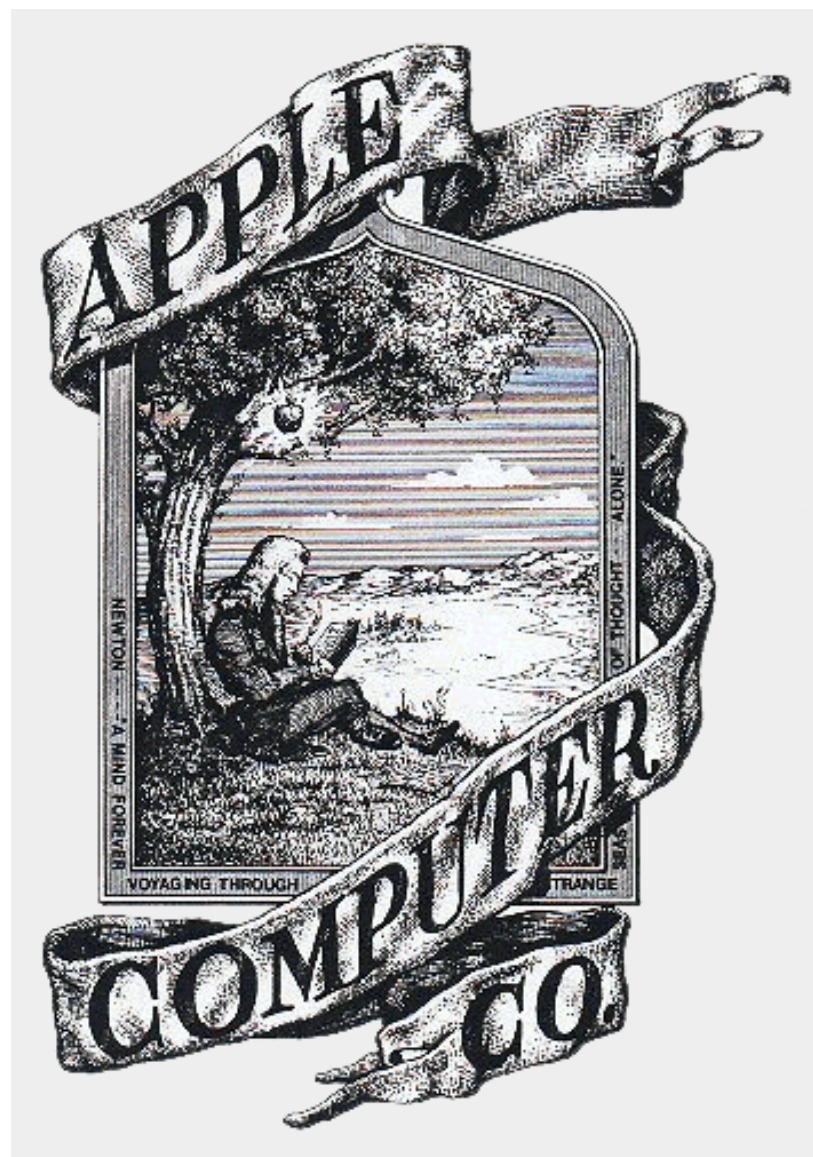
LOW
PRICES

















Thank you for listening

Questions?